LEO BURNETT COMPANY, *Inc.*
Ad No. 3065—Belt & Buckle Offer—Req. No. 91125—Page—4 color—Bleed—8¼ x 11 in.—Trade Magazines, 1973 (B)
Printed in U.S.A.

Announcing another great consumer promotion.

The Marlboro Belt & Buckle Offer.

We've taken a specially designed hand-brushed, antique-finished Marlboro Buckle and hitched it to a top-grain steerhide leather belt.

We're offering it to your customers for only $4.50 (plus 2 end labels from any pack or box of Marlboro) through strong point-of-sale and extensive media exposure with four-color ads in Playboy, True, Motor Trend and Sports Illustrated. Total circulation of over 9 million.

Marlboro is the fastest growing major cigarette brand in the U.S. with sales in 1972 up 17%. So don't get caught short. Take advantage of the additional sales that will come from this Belt & Buckle Offer.

Philip Morris USA

Don't be caught short on Philip Morris brands. Your customers won't like it, and neither will you.

Source: https://www.industrydocuments.ucsf.edu/docs/nkkx0001
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